

# Coaching You to Good Health



At Blue Cross and Blue Shield of Florida, our focus is on providing you with the resources you need to lead a healthy and happy life. Our Blueprint for Health® program is just one example.

Through Blueprint for Health, you'll have access to health information to help you learn more about health issues and treatment options.

You'll have the support you need to take an active role in making the choices that are right for you. And you'll gain confidence in your ability to communicate more effectively with your provider. Put it all together and you're on the path to an empowered, healthy life.

A Health Coach can help you every step of the way, 24 hours a day, 7 days a week.

## Consult with a Health Coach who can:

- Answer general health and prevention questions
- Provide clear and concise, evidence-based information on available treatment options based on your needs and values
- Provide education and support for significant medical issues, such as surgery or chronic conditions, like diabetes, congestive heart failure or asthma
- Mail printed material and videotapes on conditions such as back pain, heart disease, breast cancer and more
- Work with you to promote better communications with your health care provider and identify key questions to ask on your next visit



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association

Call toll-free, anytime—24 hours a day, 7 days a week—for support.  
**1-877-789-2583**

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